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EXTENSION
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review

U S Department
of Agriculture

January
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1978

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GARDENING

EXTENSION SERVICE review

U.S. Department
of Agriculture

Vol. 49 • No. 1
Jan.-Feb. 1978

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Secretary of Agriculture

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Gardening for Food and Fun



Almena Monteiro (left), urban gardening participant from Philadelphia, gives Helen Bergland, wife of the Secretary of Agriculture, her recipe for zucchini bread at a reception following the introduction of the 1977 Yearbook of Agriculture.

That's the title of the 1977 Yearbook of Agriculture introduced last fall by Secretary of Agriculture Bob Bergland at a special ceremony held at the National Arboretum in Washington, D.C.

"That's also what the Extension urban gardening project is all about," Almena Monteiro of Philadelphia and Dottie Des Verges of New York told the Secretary when they received two of the first copies of the yearbook. Monteiro and Des Verges represented participants from six cities in the 1977 Extension pilot project (also featured in this issue of the *Review*) at the opening ceremony.

The new yearbook has 56 chapters with 32 pages of color photographs. Extension staff from 20 states and USDA authored 30 of these chapters. Of the 15 yearbook committee members, eight are from the Extension Service, with Robert Wearne, ES horticulturist, as committee chairman.

Members of Congress have a limited number of copies of the yearbook for free distribution. It is also available from government bookstores and the Superintendent of Documents, U.S. Government Printing Office, Washington, D. C. 20402, for \$6.50. USDA and Extension have no copies for distribution or for sale.—Patricia Loudon and William Carnahan

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Detroiters "dig" growing roots

by
Cheryl Brickner
Communications Specialist
Wayne County, Michigan

—A handicapped man living only on government disability was able to stretch his food dollars and eat more nutritious meals by growing a garden.

—A group of Detroit teenagers became involved in a summer gardening project, instead of disrupting the neighborhood through "gang" activities.

—A low-income family of 14 grew extra produce so they could give some away to "those who really needed it, but weren't able to grow gardens of their own."

Detroit's **Growing Roots** urban gardening program has come a long way since it was first proposed in November 1976. This past summer, more than 10,000 people enrolled in the program and learned how to serve more nutritious foods at a lower cost by growing a garden.

Funding

Detroit and five other cities — New York, Los Angeles, Chicago, Houston, and Philadelphia — received special federal funds of \$1.5 million for 1977 to pilot an urban gardening program for low-income residents.

Growing Roots participants in Detroit got their "education" by attending workshops at six demonstration garden sites, located throughout the city.

Many **Growing Roots** participants in Detroit became involved through personal contact. EFNEP (Expanded Food and Nutrition Education Program) aides enrolled 800 families. They also taught the gardeners the nutritive value of vegetables and how to preserve food from their gardens.

The Wayne County Extension staff in Detroit distributed materials on how to grow a vegetable garden from start to finish. This included information on soil preparation, planting, harvesting, preparing and preserving garden products and incorporating products into a nutritious, well-balanced diet.

The program faced many obstacles. Families had to grow gardens in limited space. Lots were filled with litter, bricks, weeds, etc. It was difficult to get equipment to till Detroit's heavy, compacted clay soil.

The program was new, no one had ever heard of it before.

Program kickoff

To let the public know about the urban gardening program a massive publicity campaign was launched. Extension staff appeared on TV and radio programs, while many stations aired public service announcements. One radio station played a gardening tip of the day and then plugged the **Growing Roots** program.

News releases appeared in newspapers across the country. The two major Detroit dailies continually gave the program coverage. The United Press International ran a series of articles about the program. Extension staff distributed **Growing Roots** pamphlets and posters throughout the city.

The staff also held two kickoff events in May and participated in neighborhood and community programs throughout the summer. These events, which reached nearly 900 people, featured live band music, refreshments, displays, mini-demonstrations, speakers,

exhibits and more. Here participants could enroll in the program and pick up free seeds (donated by a private firm).

Recruiting help

Recruitment for help involved contacting more than 100 community agencies and 175 groups. As a result of this effort, 150 volunteers became involved in the **Growing Roots** program.

Positive Results

A lot of good things happened to families as a result of the urban gardening program.

For Mary and Michelle Bennett, ages 17 and 10, a garden never would have been possible without the **Growing Roots** workshops and supplies. "We just didn't know how to garden," Mary admitted. "You can read about it all day and never really know how Michelle loves gardening. She got to watch the plants come up, which is something inner-city kids don't get to see very often."

Growing Roots helped participants to gain leadership experience and self-confidence. Such was the case with Hattie Glasgow, a senior citizen from the Herman Gardens Housing Project, who had gardened for years.

"After we asked her to be a volunteer leader, she has shared skills with youth and other adults, who began looking up to her and making her feel useful and needed in the community," said Paul Bridgewater, Detroit program coordinator.

Hattie had lots of praise for the program. "The **Growing Roots** staff are beautiful people and the

program really helped families in our housing project," she said.

During August, 55 urban gardeners, including youth and adults, entered their vegetables in the Michigan State Fair competition. It was the first time many of them had ever entered a contest and 32 won awards.

To highlight the end of the gardening season, the **Growing Roots** program held a Harvest Festival. The day centered around education and fun. Aides held food preservation workshops and vegetable taste panels. Horticulturists gave advice on how to improve the garden next year.

There were games and activities including a pie-eating contest, basketball throw, and an African fashion show. Representatives from

the Mayor's office, the Detroit Public Housing Department, and the Detroit Garden Center presented awards to outstanding participants.

Throughout the summer, Extension Urban Evaluation Specialist Ralph Abbott and university researchers gathered information to evaluate **Growing Roots**. They conducted a random survey of 640 Detroiters to determine if they were aware of **Growing Roots** and the extent of their gardening knowledge.

Approximately two-thirds of those contacted had previous experience in gardening and preserving foods. Those with little or no experience really utilized the demonstration gardens.

About 25 percent of the enrolled families had a handicapped

member, and half of these handicapped individuals actually worked in the garden.

The mass media campaign was very effective in making people aware of the program and helped reinforce participants' positive attitudes about **Growing Roots**. Personal contacts were very successful in persuading people to enroll.

"We found that the city of Detroit has a positive attitude toward Extension and this program which involved more than 10,000 people. We predict **Growing Roots** will be a booming success next year," Abbott said.

His prediction is echoed by the entire Detroit Extension staff who expect next year's program will be even bigger and better.□



Few inner-city children ever got a chance to watch vegetables grow before enrolling in **Growing Roots**.



James Horace, a Houston garden participant, used to raise hogs and chickens in his backyard. City Hall objected, so

the livestock had to go. Horace raises vegetables now, and admits he saves "plenty of money" on his food bill.

Urban gardening — "not just vegetables. . ."

by
William Carnahan
Information Specialist
Extension Service-USDA

The Michigan story is repeated in five other pilot metropolitan cities—New York, Los Angeles, Chicago, Houston, and Philadelphia. The story is about the same, but the gardeners are different.

The gardens in the six cities are as varied as are the people who plant them. They are found on vacant lots, on roof tops, in containers, in backyards, and in flower boxes. The gardeners—from pre-teens to senior citizens—plant everything from asparagus

to zucchini. They work with enthusiasm, while they learn about gardening and nutrition.

Some of the programs are conducted in cooperation with other ongoing programs. Philadelphia works closely with the Pennsylvania Horticulture Society, Los Angeles with the Mayor's Neighborhood Gardens and Farms program, Chicago with the Chicago Housing Authority, Detroit with the Mayor's Farm-A-Lot program, and New York with various horticulture

associations. Houston works independently.

For 1978, the program has been funded for \$3 million, with another ten cities added. They are: Atlanta, Baltimore, Boston, Cleveland, Jacksonville, Memphis, Milwaukee, Newark (N.J.), New Orleans, and St. Louis.



Willie Lee Marr, left, an aide in Philadelphia, talks nutrition to a program participant, Mary Pettus. The Expanded Food and Nutrition Education Program (EFNEP) is an integral part of the Philadelphia gardening program.

HOUSTON

In Houston, C. W. Thompson, medical director of a senior citizens center found that growing your own vegetables can have great therapeutic value. "Many of the folks at the center were lonely and felt unneeded," Thompson said. Then, through the Cooperative Extension Service urban gardening program, many of these senior citizens got interested in gardening. Soon, they were planting seeds, weeding, and enjoying the fruits of their labors.

"It's helped lower their blood pressure," Thompson said. "Some of my patients are now taking less medication, are more relaxed, and feel they are needed. They are eating better, and spending less money on food."

PHILADELPHIA

Each city has set up demonstration gardens to show the gardeners how it's done. In Philadelphia, Program Leader Libby Goldstein said they have eight demonstration gardens, eleven usually managed by the people living in the community, with the Extension staff providing the know-how. Philadelphia also has a garden phone in the main office where they handle more than 100 calls a week.

NEW YORK

In New York, Al Harris, Jr., said "The gardens have improved and revitalized many blighted areas of the city. **We didn't just grow vegetables,**" he said, "**we actually grew hope.**"

Like the other cities, the New York urban gardening program has been well documented by the media—news-papers, radio, television, and magazines.

CHICAGO

In Chicago—as in most of the



Benjamin Speed and Joseph Bond are beautifying their garden, "El Sol Brillante," in New York City by making a

patio of used bricks. The bathtub was eventually planted with flowers.

other cities—businesses, community organizations, and other groups supported the gardens by providing top soil, tools, seeds, fertilizer, fencing, and other materials. The funds from the federal program (\$1.5 million) could be spent only on staffing and educational materials.

LOS ANGELES

In Los Angeles, Acting Program Leader John Pusey quoted a nun at a senior citizens center who

said, "Many of the folks here had settled into the life of rocking chairs, television, and cigarettes. The gardening program has given them a new outlook and gotten them involved in something worthwhile."

Pusey said many of the Los Angeles gardeners were reluctant to come to meetings, so the program coordinators devised another way to communicate. When a garden assistant visited a garden, he or she left a "white tag" with a



note similar to this one: "Mrs. Smith, your garden looks good—the squash especially! You may have better luck with the pole beans if you run your strings vertically instead of horizontally. Good Luck!" The aide then signed and dated the tag.

Pusey seemed to sum up the urban gardening project for all six cities when he said, "The program has encouraged limited-income families to grow their own vegetables, to fight inflation, to improve opportunities for healthy recreation, to learn more about nutrition, and to provide fresher, tastier foods for the family table."□

This Chicago gardener is proud of his hat full of beans.



Right-of-way land along the Braddock drainage ditch provides spaces for about 100 gardens in Culver City, California (greater Los Angeles area). People living in the

apartment complex near it tend the gardens which in this climate will grow vegetables all year.

Harvest of hope

by
Barry Jones
Area Communications Specialist-Uvalde
and
William F. Braden
Communications Specialist-Print Media
Texas A&M University



Being rolled in her wheelchair through the dirt rows of the schoolyard garden, a crippled child is learning to hoe weeds.

A 13-year-old girl with a deadly brain tumor experiences the miracle of life through plants. An elderly, emotionally disturbed man is discovering "a way back" through gardening.

These people, participants in gardening programs directed by Extension Horticulturist Jerry Parsons in San Antonio, are living proof that gardening is for everyone.

At Wesley Community Center, Parsons works with emotionally disturbed outpatients—aged 23 to 91—who come there weekly for therapy. He also is advising a group of disabled, terminally ill, and emotionally disturbed students participating in a special class at Alamo Heights Junior High School.

Both situations, Parsons admits, have broadened his perspective about working with people, and at times have taxed his ability to teach horticultural techniques to these novice gardeners.

Problems encountered

"When you garden, you need seeds, hoes, and other resources. But these people possess another resource—a willingness to work,"

Parsons says. Gardening supplies are contributed by several people interested in seeing the handicapped help themselves.

One experience Parsons recalls is the time an insect called the Striped Potato Beetle invaded the Wesley Community Center garden. Since the center had no spray equipment, Parsons suggested that the patients pick the beetles off by hand.

"I showed them how to find and pick off the beetles," he said. "But when I came back a few days later there were more beetles than before, although patients insisted they were picking them off."

After further investigation, Parsons discovered that the gardeners, who had no prior knowledge of insect damage, had just been throwing the beetles out of the garden. Of course they crawled right back in. When Parsons suggested that they mash the insects underfoot, the gardeners were aghast. The final solution was to put them in a jar for disposal later.

Vandalism has been a problem at the Alamo Heights project. "When the vandals come, we realize it is an attack against the school and not against us in particular," said one teacher at the school. "In a way, the vandalism

has taught the kids perseverance. It teaches them that things like this happen and that you go right back out, replant, and save what you can."

Source of pride

One success story is about a 28-year-old patient at Wesley Community Center who had never planted a seed or grown a garden before. "After working with me for awhile, it came time for him to find a job," says Parsons. When supervisors asked what he wanted to do, he told them he wanted to work in a plant nursery because he had enjoyed gardening so much. The experience had given him an entirely new interest, and opened up a new field of opportunity for him."

At the center, the outpatients have a luncheon after each harvest, and invite the board of directors and contributors to sample the vegetables they have grown.

The children at Alamo Heights Junior High hold vegetable sales where they market their produce to faculty members. Before the sale, they visit supermarkets to check produce prices. Then they

undersell the market prices. This teaches the children a little about marketing and unit pricing. Proceeds from the sales are used for field trips and parties. Some of the vegetables also are used to teach the children how to prepare food.

Parsons can turn philosophical when quizzed about why he conducts projects such as these. What can vegetable gardening really do to help emotionally disturbed or terminally ill people? His answer reflects his dedication to both horticulture and education.

"This may be the only experience with plants some of these people ever have, and if we don't provide it, who will?" he asks.

The planting of a seed today and the expected harvest tomorrow give hope to many people whose futures look pretty dim. The harvest of just one ripened tomato serves as a great success to these people who so desperately need fulfillment." (Reprinted from *Texas Agricultural Progress*, Spring 1977 issue.)□

Scene 1: A huge commercial greenhouse—visually handicapped kids feeling plants ever so gently as they move cautiously along aisles surrounded by thousands of plants.

Scene 2: The backyard of a low-income family—neighborhood youth preparing a seedbed and planting a garden.

Scene 3: A nursing home—4-H kids helping senior citizens plant vegetables.

These aren't fictitious scenes from an upcoming flick. They represent real-life situations involving some people not as fortunate or young as most of us.

Each is a special interest 4-H project directed by Jim Kibby, Extension horticulturist, and Gene Lanham, Extension 4-H agent.

"The Wyandotte County Extension Council wanted us to explore new areas with new programs," said Kibby and Lanham. "And it was willing to find the money for these programs."

Kibby's horticultural program involves 12 youngsters from the Kansas School for the Visually Handicapped.

"While it is an educational experience for them, the program is extracurricular, strictly voluntary," said Kibby. "This is the first time the school has participated in such a project, and school authorities are pleased."

Actually, the program is much bigger than Kibby had visualized. It started as a monthly meeting with the kids. Plants and potting soil for the sessions were supplied by Alexander Masson, a greenhouse owner.

"One day I asked Masson if he would give the kids plants for propagation," recalls Kibby. "He said yes, if he could come to the meeting, too. Since that time, he hasn't missed a meeting with the kids, and he never fails to give them plants."

Kibby and Masson teach plant propagation and plant identification (by touch). They also help the students plant vegetables at their school.

by
William S. Sullins
Assistant Extension Editor-Agriculture
Cooperative Extension Service
Kansas State University

Planting for people



Adults and youth select a garden site.

"All of the kids plant seeds, water and care for their plants," says Kibby. "In fact, they do a better job than sighted people because they're more cautious with them. In preparing the garden, the only thing we do is help them keep the rows straight."

The youngsters also grow houseplants in the winter. They propagate the plants and most survive in their rooms at the school.

On a recent visit to Masson's greenhouse, the kids identified plants by touch (often correctly),

learned how plants are started in a contamination-free growing chamber, and participated in sacking potting soil for distribution to retail stores. They were accompanied on the greenhouse tour by Kibby, Lanham, Masson, and Kathy Foster, who assists with recreational and extracurricular activities at the school. At the end of their visit, each student received a plant to take home.

The urban backyard garden planting program is an outgrowth of a conversation between a volun-



Lanham and inner-city youth planting tomatoes.

teen 4-H leader and Mary Durham, a paraprofessional in the county's Expanded Food and Nutrition Program. The 4-H leader offered to provide the space if the Extension office provided the organization and technical help.

The first step was tilling the ground, of course, and more than 20 inner-city youth showed up. "They had never used a rototiller before, and that was quite an experience for them," recalls Lanham. "We even had one 5-year-old using it." Durham will follow up when the garden is harvested by assisting the 4-H volunteer in canning the produce.

The senior citizen-4-H community garden project involves four nursing homes, and the Challengers, Piper, Pony Express, and Kaw Drivers 4-H Clubs. "We had some energetic 4-H'ers who were interested in helping senior citizens in gardening," said Lanham.

"Some of the 4-H'ers had been previously involved with community service projects at senior citizen homes. After a successful pilot project in 1976, the Wyandotte County 4-H Council applied for a Citizenship in Action grant. This was used to pay for garden seed and other material and equipment. Residents of the homes and 4-H'ers worked together planting the gardens.

"At the end of the growing season, harvested vegetables and decorative flowers were only a small portion of the payoff. There also was a deeper understanding and appreciation of each other's generation."

Kibby, Lanham, and 4-H members and leaders in Wyandotte County are all wrapped up in special projects. When other opportunities arise, they'll be ready with a rake, hoe, or flower pot to lend a helping hand. □

A "garden on the move" — that's what Mark Timmons developed to show the urban residents of Jefferson County, Kentucky, just how simple it is to plant a small garden in a limited space.

Timmons is county Extension horticulture agent in Jefferson County. His instruction venture in gardening covered all of the populous county, including metropolitan Louisville.

Timmons had a "gardening message" for the people in the area in and around the state's largest city—but getting that message to them was a problem.

Hitting upon the idea of a "mobile garden," he said, "I didn't have any real plans—only the idea, and a challenge. How to implement and utilize the project in an urban garden program was my initial goal."

His first step was to acquire a "mobile garden plot" that could be taken to the people to educate them in the simplicity of gardening on a small scale. He needed a good-sized farm trailer on which to install soil deep enough to support a growing garden.

"Unbelievably, the first equipment firm I contacted agreed to loan us an 8-by 16-foot farm trailer to be used as our garden's foundation," Timmons said. "A commercial grower in the area gave us soil and a place on his grounds to keep our garden."

There were problems getting the project "off the ground," the horticulture specialist admits—the first minor difficulties relating to constructing the garden bed to assure its durability. The bed

by
Leo Brauer
Asst. Extension Publications Editor
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University of Kentucky

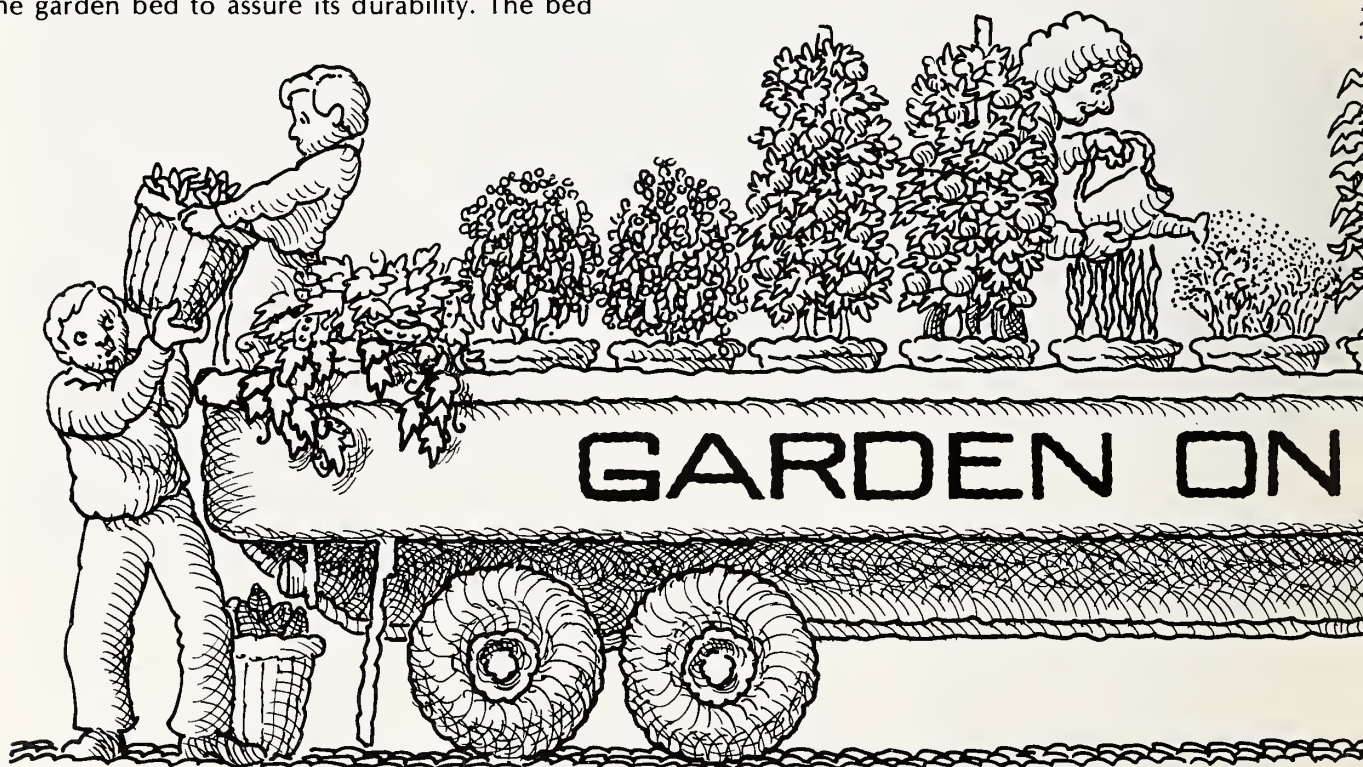
was built to hold a soil mixture of 8 inches in depth, and the trailer was filled with a combination of mushroom dirt and perlite.

After the filling process another problem arose. The field where the trailer was loaded was softened by rain. When the developing "garden" began its initial move, it got stuck.

Once it got rolling, Timmons and his associates in the project acquired some seeds and for a number of days held their breath, wondering if their plan would work.

"It did—everything grew," Timmons said, recalling the excitement when the first sprouts appeared. To hear him tell it, the initial success reaction was akin to a small celebration. Next, Timmons discovered the garden wasn't as "mobile" as anticipated. "Because of its weight and the need to maintain a certain amount of safety, we could only travel at 20 miles an hour," he said. "This meant that even without traffic or traffic lights, it would take us nearly 3 hours to reach certain parts of Jefferson County."

The original plans were to take the mobile garden to garden club meetings, 4-H day camps, civic club luncheon or dinner meetings and other



similar small gatherings.

"The excess travel time caused us to drop those plans; however, the cancellations spurred us to find weekend activities at shopping centers or other such gatherings where the garden could be put on display for 2 or 3 days or more," he said.

The garden became a fixture at the Kentucky State Fair in Louisville, where people from all over the state as well as surrounding states got an opportunity to see the unusual project.

"We feel the garden has been a big success in a variety of ways," Timmons said. "First, the vegetables grew to be quality products. Second, many people have been encouraged to attempt gardening themselves. They are no longer put off by too little space. They actually saw the amount of produce which can be grown in a small, limited area.

"Many current gardeners were introduced to new growing ideas. Few people had ever thought of growing a salad garden of lettuce, cucumbers and cherry tomatoes in hanging baskets."

"The garden also drew many people out of sheer curiosity," Timmons revealed. "After standing and gazing, they began to ask questions, not only about the mobile garden and gardening, but about houseplants, canning, freezing, and activities and services the Extension office supplies."

He said it was surprising how many people en-

rolled to receive monthly newsletters that tell of the information and knowledge available from the Cooperative Extension Service.

The garden had surprisingly few "bugs," Timmons noted. By that he literally meant such pests as bean beetles, whiteflies, and aphids.

The mobile garden pointed up another factor—that in a populous area such as Louisville and Jefferson County, the concept of mobile demonstration and information facilities "is very real." Timmons noted, "Extension has to be more mobile to service large population concentrations."

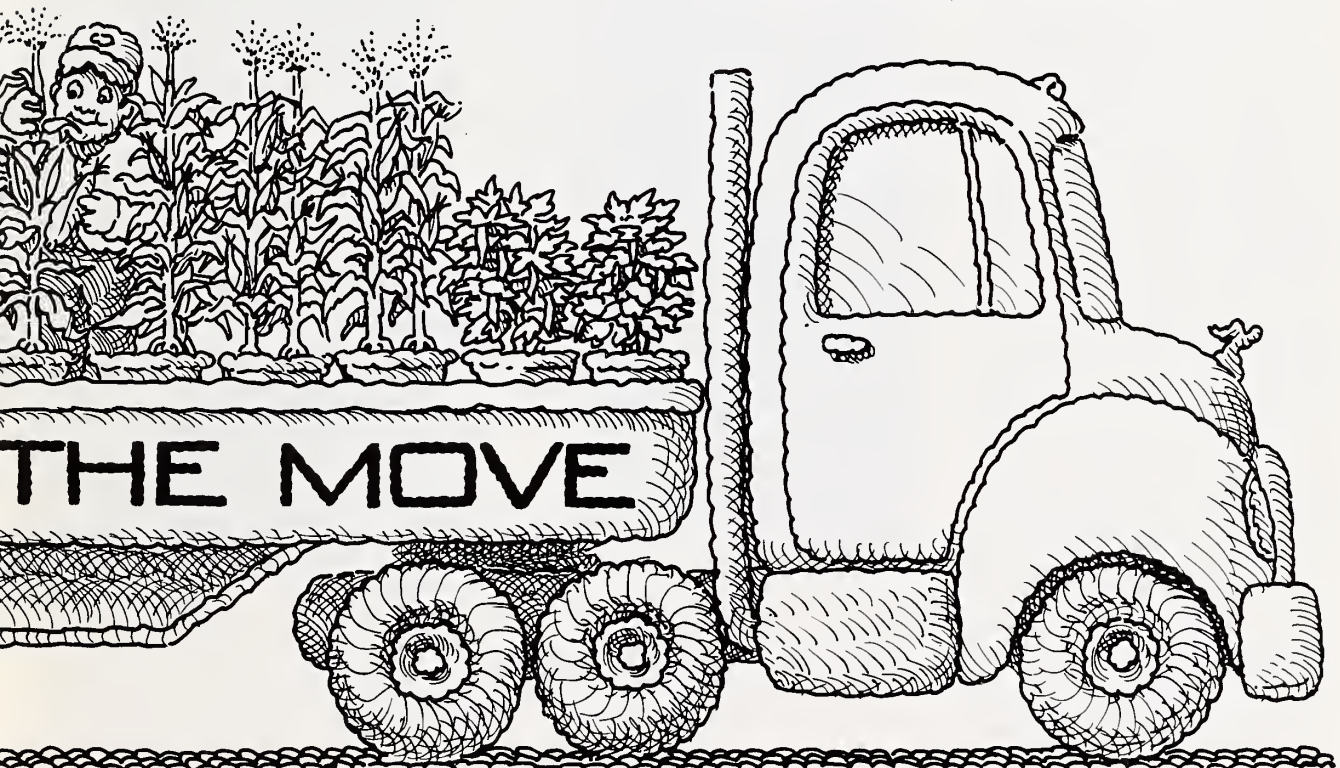
With the development of community garden plots in Jefferson County, a "mobile Extension office" has also been established.

"Actually, it's a mobile horticulture unit," Timmons said, explaining it is used in conducting "diagnostic" clinics on horticulture, providing information and service primarily on horticulture problems and "how to" education.

"It's designed to take the service to the people—particularly in the evenings and on weekends when the Extension Service office is closed—a focal point for people to get the information they want."

The unit also has other information available on related subjects and projects conducted through Extension.

If the "mobile office" is as much of a success as was the "mobile garden"—and all indications point in that direction—the two may be combined in the future, Timmons concluded. □



Hungry for metric

by
Joyce A. Smith
Cooperative Extension Agent
Syracuse, New York

Are consumers ready for metric? According to Extension home economists in Syracuse, New York, they definitely are.

Although some people want to turn their backs on metric conversion and hope that it will go away, experiences with residents of Central New York prove just the opposite. Even minor metric education efforts result in surprising demand and acceptance. These consumers are hungry for metric.

Festival beginning

Onondaga County home economists initially exposed consumers to metric conversion at a yearly sewing festival attended by more than 1,000 consumers and home sewers. A small booth where people could take their height, weight, and body measurements in metric was included in the exhibit area. Also on display were posters and metric sewing aids.

Consumers showed a surprising willingness to participate in the working exhibit. Although the comment "I'll never be able to learn it" was heard often, people were at least willing to be weighed and measured in metric. A flyer accompanying the exhibit gave general information on the metric system and had a section for recording body measurements in metric.

Communications aids

Following the festival, the metric flyers were offered for distribution in the county Extension

newsletter. Response to this offer indicated substantial interest in metric conversion.

From there, metric education activities grew. A series of bi-monthly articles in the county Extension newsletter was initiated. Designed to create a positive attitude toward metric, the articles, well received, led to numerous requests for speaking engagements. Topics included, "Why Go Metric", "Metric: More Familiar Than You Think", "The Pace For Metric Conversion", and "Think Metric".

Speakers' bureau

Within months, more than 30 schools, clubs, radio and television talk shows, and professional associations clamored for metric conversion information. One group was delighted to find someone to speak on the metric system, after making five fruitless inquiries.

Most surprising was the response from senior citizens' clubs. One might expect the elderly to be the least interested in change, but that proved far from the case. Senior citizens hearing a metric program in one group often requested that a speaker address another group they belonged to. One elderly woman was motivated to visit the library and read some more on the metric system.

Because of anticipated resistance to metric, a quote from a tea bag tag usually opened the program. "The person who

says he is too old to learn something new, probably always was." These words of wisdom seemed to do the trick for the closed-minded.

Leader Training

At a five-county Central New York leader training day, **Make Way For Metric** was one offering. Food and clothing classes normally attracted the greatest number of leaders, but metric fooled everyone. It led in registration, with 55 leaders attending.

Divided into three parts, the training session first introduced the group to the basic units in the metric system. Actual items such as meter sticks, liter containers, and Celsius thermometers were used and compared with similar, more familiar units in the customary system. A slide set adapted from the National Bureau of Standards materials followed, highlighting areas where metric units are now commonly used. Activities focused on length, volume, weight, and temperature. A final session featured sewing with metric.

The entire leader training session served as a model for presentations which homemakers would conduct with their own groups. The one change suggested included covering just one activity at a meeting.

Each county acquired a metric kit that leaders could borrow. These kits included such teaching aides as a meter stick, metric liquid measures, Celsius ther-



Extension Home Economist Joyce Smith (left), and Cornell Metric Specialist Constance Adams compare a meter stick and a yardstick.

mometers, metric sewing aids, a slide set and, in some instances, metric bathroom scales. Leaders were encouraged to collect their own newspaper and magazine articles on the metric system as well as grocery and drug items labeled in metric and/or customary amounts.

After their training sessions, leaders became quite enthusiastic about metric. Many not only talked to their own homemakers' clubs, but also presented the program at other groups. The biggest problem after the program was finding meter sticks. Everyone wanted them and few local stores stocked them.

Public relations campaign

As part of a public relations campaign in Onondaga County, a guideline sheet on approved metric punctuation and editorial style was sent to all newspapers and radio and TV stations in the area. The local educational TV station referred to the material in a school newsletter. Nearly 25 schools then wrote Cooperative Extension for metric materials. Since then Extension staff have held seven teacher workshops on the metric system at area schools. Each school received a set of Cooperative Extension metric materials and was offered the use of Onondaga County's metric kit.

The media have shown much interest in metric conversion activities. Feature articles in newspapers, and radio and television talk show appearances have helped increase the public's awareness of Cooperative Extension and its metric education efforts.

All of this says one thing about interest in metric. People do want information; they clamor for it. The public is hungry for metric. □



CONSERVE

by
Wendy L. Douglass
Consumer Science Editor
Cooperative Extension Service
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"Five-day forecast calls for dry and windy conditions..."

"...little chance of moisture the rest of this week..."

Those of us in Colorado and other areas nationwide are faced with "accountability" for every drop of water we use. The average family uses about 180,000 gallons of water per year, most of it outdoors. Almost 40 percent is used on the lawn alone.

For persons in drought-stricken areas, even an after noon thundershower may mean an hour's reprieve for a slowly browning lawn. For those faced with water rationing, one less flush of the toilet, the recycling of rinse water and stopping drippy faucets can mean a few more gallons toward a total water conservation effort.

Campaign mounted

The Colorado State University (CSU) Cooperative

Extension Service has mounted a major educational campaign in cooperation with the Colorado Drought Council and the Governor's office to reach Coloradans with water conservation information for agriculture and domestic use.

The challenge given the Extension Service by the Governor's Drought Council was to deliver a statewide educational program on water conservation, including optimal utilization of short water supplies and how to deal with water shortages.

Lowell Watts, director of Extension and community services at CSU, called a task force meeting to develop the most useful and accurate information and to organize the Extension staff.

Task force groups, composed of specialists, field staff, and other resource persons, discussed such topics as: individual crop production and management; crop insects, diseases and weeds; wind erosion and land use priorities; pasture and range

management; irrigation systems; control of soil and water salinity; livestock production and management; and economic outlook for agricultural commodities.

Other topics included: farm management alternatives; forestry and forest fire control; domestic programs, including homes and yards; industrial and municipal programs; and public policy programs, including emergency assistance programs, water resources, legislation, rural environmental health, and general economic impact.

Logo identification

A logo designed by Vila Schwindt, a graphic artist on the university communications staff, was chosen to promote the program. The design depicts a pair of hands holding a drop of water with the word "Conserve" below to indicate that even a drop of water is precious and that small conservation methods will count overall. The logo was introduced statewide in March 1977, which was designated as Water Conservation Month in Colorado.

The logo was widely used in media work and in publications, including a brochure on water conservation tips.

Extension made maximum usage of the 550,000 copies of the brochure through mass mailings with utility bills, payroll checks, bank statements, and newsletters to Colorado residents. Libraries, shopping centers, gardening clinics, community development groups, 4-H and youth groups also helped to distribute the pamphlets.

Media message

Public recognition of the coordinated campaign was extremely important, so slides of the logo were sent to all television stations in Colorado for use on weather shows and in news reports. A newsletter head and three newspaper advertisements were developed around the logo. Clip sheets of various-sized, camera-ready logos were mailed to all Colorado weekly and daily newspapers, and all Extension personnel for use in their publications and newsletters.

Other materials developed included a lawn-watering publication, a series of news fillers, newspaper articles, printed conservation reminders for restaurant tables, and a handout printed as a public service by the Colorado Association of Realtors distributed door-to-door by the Boy Scouts.

Extension agents and state staff also used electronic media. Three television spots (60-, 30- and 10-seconds) were developed on water conservation for use as public service announcements. These were produced quickly for distribution in early spring to television stations throughout Colorado and southern

Wyoming. They were on color film, and later transferred to videotape. Sound for each spot was on audiotape.

Reports indicate that the spots were used frequently throughout the summer. Total cost of the project, including film, narration, recording services for sound and video, and production of duplicates on videotape was only about \$400.

Workshops developed

As livestock producers on the state's Western Slope began to feel the economic squeeze of the drought and low cattle prices, the CSU Extension Service, cooperating with other state agencies, livestock producer groups, and bankers, held a series of drought workshops in seven areas of the state. These work shops explored the situational outlook for cattle, sheep, feeds, climate, and agricultural economy.

The meetings were arranged and announced on a very short schedule to aid ranchers in making immediate decisions, such as whether to retain ownership of livestock, keep the stock but move the animals closer to feed sources, or import feed from other areas of the state or country.

By the time the workshops were held in early August, as a result of moisture conditions, cattle producers in some areas of the state already had moved animals from summer ranges because of water shortages or poor forage.

A small aircraft flew Extension team members and news media representatives to and from the workshops as needed.

Gary Bennett, Extension editor, said three major Denver-area news outlets accepted invitations to fly to the workshop sites. An immediate result was an article in *The Denver Post*, and three television clips. Rather than covering the workshops, TV reporters opted for interviews and film coverage of drought conditions on farms and ranches in western Colorado.

Communications effective

County Extension agents used conservation materials extensively in local radio, television, and newspaper programming.

This successful conservation program continues to be a CSU priority as the outlook for winter moisture is uncertain. The CSU Extension Service will continue to inform the state's citizens on wise use of precious water and energy resources.

Information support of Extension, research, and resident instruction expertise continues as water and energy conservation education is now a part of on-going program planning, instead of a stop-gap emergency measure.□

A real-life lab for teacher training

by
David Benedetti
Instructor
and
Gene Whaples
Assistant Professor
Agricultural and Extension Education
University of Maryland

pored over endless stacks of census tract data.

Armed with this knowledge, the university students developed their respective programs. Their assignment: recruit and

train the volunteers, plan a four-unit curriculum block, promote participation, uncover necessary resources, and implement the program either during class time or after school.

A fascinating array of projects was the result. "The Washington metropolitan area has the largest concentration of deaf people in the U.S., and therefore youngsters have good cause to learn sign language," reasoned student Ann Carroll. Third, fourth, and fifth graders in her program learned to spell, communicate stories and songs, and plan games—all in sign language.

Drawing ideas from the racial and ethnic mixture of the Mt. Rainier community, Martha

Ever wonder what "4-H" is in sign language? Or how humans are like trees? For that matter, do you know the five basic positions in modern dance? Or how to fall correctly in judo?

Several elementary school students in Maryland can show you these things and more as a result of a special project of the Agricultural and Extension Education Department at the University of Maryland.

Through cooperation with the Prince Georges' County 4-H program and two local schools, students are learning to apply in a real-life setting what they've learned in class. The course, "Developing and Managing Extension Youth Programs," is designed to prepare students to become 4-H agents or similar youth agency managers.

First the Maryland students explored surrounding communities with help from the school principal and a 4-H program assistant. They dug into the racial, social, cultural, and economic makeup of the areas; talked to students in hallways and playgrounds; visited school parent groups; drove the streets; and



Creativity with handcrafts.



Having fun making something to take home.



Learning to spell her name in sign language.

Baines designed "Mexican Lifestyle" to acquaint youngsters with the foods, art forms, games, and customs of their Latin neighbors.

When she discovered the school had an overgrown greenhouse, increasing interest in nature study, but no faculty resources, Cathy Formwalt directed her program "Plants and Trees Make Good Friends," to fill this gap. Sixth graders collected and made cookies from hazelnuts, turned cones into decorations, and explored the interdependence between human and plant life.

Tennis, plant crafts, folk dancing, judo, puppetry, modern dance, indoor gardening and papier-mâché were also offered, providing youngsters a wide choice of informal educational experiences. For many, this was

the first exposure to 4-H.

David DeCenzo, a business and finance major, said: "I had no idea what I was getting into. At first, I had my doubts that we could pull anything like this off, let alone learn anything from it. But I learned more than I could have in a lecture course. I guess it's because I experienced the rewards and frustrations myself."

"The hardest part was just sitting in the back of the room, watching my program being taught by a volunteer," remembers one student. "Even though I had trained her, I'd cringe every time she would do something differently than I would have. Slowly I learned that someone else could have an educational philosophy different from mine, but still be successful."

As a positive response to the

course, teachers and agents are planning additional, continuing 4-H programs in the schools. "We're always eager to provide outside experiences like this which supplement classroom learning," says Paint Branch Principal Ed Weslow.

"The Prince Georges' County 4-H program gained a great deal," said Susan Novick, Extension 4-H agent. "We renewed contact with a school that had been dropped, and we learned important information about the needs and interests of youth in these communities. I even found university students to serve as 4-H volunteer leaders in some of our existing programs, and willing to start new ones."

As one student summed up the experience, "I grew and I helped some kids grow a bit, too." □



Institute inspires work with aging

by
Jane Honeycutt
News Editor
Mississippi Cooperative Extension Service

The needs of the Nation's elderly are often overlooked—but not in Mississippi, where this special segment of the population is an integral part of Extension program planning.

The first Institute on Aging sponsored by the Mississippi Cooperative Extension Service (MCES) in 1977 attracted a capacity enrollment of 158 paid and volunteer workers from

many state and community organizations. The spring workshop offered seven courses, and enthusiastic participant responses spurred planning for another one in the fall.

The two week-long sessions will be held each year, and credits earned will be cumulative. Certificates of Applied Geron-

tology will be awarded to those who complete 20 certification units of study. Certification will enable people to better understand the needs and problems of older persons and how they can become linkages to supportive services for older Mississippians.

At least 600 persons in Missis-



Mississippi work directly with elderly citizens, and Extension Gerontology Program Specialist John Lovitt, who coordinated the institute, hopes that at least half will become certified.

Lovitt points out that the Institute is the first cooperative, intensive effort to help train workers with the elderly. Although several separate courses had been offered through Extension, senior and junior colleges and other institutions, no single statewide effort had been undertaken.

With the Extension Service serving as a catalyst, the Institute is a cooperative effort of the State Department of Public Welfare, the State Board of Health, the Planning and Development Districts, area agencies on aging, ACTION, the Governor's Office on Training, the United Methodist Church, the American Association of Retired Persons, and the Mississippi Council on Aging. An advisory board, composed of representatives from these groups, developed the program. It was designed to help workers with the

aging do their jobs better, to stimulate dialogue among these people, and to promote the study of gerontology.

Comments from participants best attest to the Institute's success:

"It was a challenging, exciting and rewarding experience," said Lila Donaldson, program director, Methodist Senior Services. "...I have never seen more effective team teaching," commented Janice Jones, Extension home economist. "I'm glad I was the first to sign up. I enjoyed every minute," wrote Catherine Spitler, Retired Senior Volunteer Program (RSVP) director. "I benefited greatly and feel so much better equipped to help my participants in day care," stated Jan Taggart, director, Southern Mississippi Planning and Development District.

Courses offered at the first Institute were: "Orientation to Gerontology," "Communication With the Older Adult," "Social Aspects of Aging," "Death and Dying," "Group Work with the Older Adult," and "Physiological and Psychological As-

pects of Aging."

Another course, "Law and the Older Adult," was attended by most registrants. Sponsored by the young lawyers' section of the Mississippi State Bar, this session featured attorneys speaking on consumer protection, housing, social security, wills and income taxes. All targeted their presentations to the special needs of Mississippi's elderly population.

The major part of the Institute's program is offered at the MCES headquarters at Mississippi State University. Cooperation from other agencies, however, has helped launch the program into what it is today. Future plans include offering some courses at several locations throughout the state to make it easier for more workers to take advantage of this special training.

Lovitt, who pioneered day care for the elderly in Mississippi, believes that the Extension Service through its varied programs is the ideal agency to lead this new approach to education through the Institute on Aging. □

Washington in Review

USDA Announces 1978 Agricultural Conservation Program (ACP)

USDA recently announced the 1978 Agricultural Conservation Program (ACP), which places increased emphasis on rural pollution abatement, as well as soil, water, and woodland conservation. The program, to be administered by the Agricultural Stabilization and Conservation Service (ASCS), is funded at \$190 million. State-by-state allocations will be announced at a later date. Extension Service will provide educational support and assistance in helping landowners and operators learn about ACP programs and their possible application.

Bergland Appoints Nielson to Head SEA Reorganization

Secretary of Agriculture Bob Bergland has designated James Nielson, present deputy assistant secretary for conservation, research, and education, to coordinate and implement the reorganization of the Extension Service (ES), the Cooperative State Research Service (CSRS), the National Agricultural Library (NAL), and the Agricultural Research Service (ARS) into the new Science and Education Administration (SEA). Nielson has been named Acting Director of Science and Education.

Nielson and Rupert Cutler, assistant secretary for conservation, research and education, have both met with employees of the four agencies to discuss objectives and optional structures for the new organization and to receive input from staff regarding the reorganization.

Audit Reveals Significant Increase in 4-H Enrollment

The USDA Office of Audit recently completed a routine survey of the national 4-H program. The audit revealed that while funding for the program has remained static over the past 6 years, participation of youth in 4-H has increased by approximately 61 percent. This increase occurred primarily in urban areas, although no decrease in rural areas was found. The audit also showed that 25 percent of the 1976 participants in 4-H came from minority groups.

The Office of Audit survey indicates that the 4-H program is providing for the needs of today's youth within the laws and regulations which authorize the program.



Environmental Impact Statement Filing Transferred

A Council on Environmental Quality (CEQ) memorandum announced recently that after December 5, 1977, Environmental Impact Statements should be filed with the Environmental Protection Agency (EPA) instead of CEQ. Check with your state environmental coordinator for additional information.

Dutch Elm Disease Program Being Initiated

Extension and Forest Service staffs are completing guidelines for a Dutch Elm disease project to be initiated in FY 78. Funds will be made available for the development of cooperative programs involving the State Cooperative Extension Service and the State Forestry Agency in Minnesota, Georgia, Colorado, California, and possibly Wisconsin and Maine.

In addition to these projects, about \$250,000 will be made available to ES for the employment of a program coordinator and for the development of educational materials on Dutch Elm disease for distribution to appropriate states.

Update on Agricultural Service Centers

A general revision to the USDA service center policy has evolved according to the USDA Office of Operations. Items of concern to the General Services Administration (GSA) are:

- State Administrative Committees are to continue to colocate local USDA offices and promote interagency sharing of work, equipment, and facilities among the participating agencies.
- State Administrative Committees are responsible for designating and approving locations to be colocated.
- Local committees, boards, and other appropriate public and producer groups are to be consulted and are expected to participate in the planning of colocated offices.
- Office design, type of telephone system, etc., are to be dependent upon local needs and availability.

Energy team audits efficiency

by
Susan Mitchell
Extension Communications Writer
University of Massachusetts

The attic entrance was in a tiny bedroom closet that had barely enough room for a person to stand in. Tim gave Kathy a boost up into the attic. She pulled herself up for a moment and then came down.

"I saw what we need to know," she said, and proceeded to describe to Tim the type of insulation on the attic floor.

Kathy Mottor and Tim Boulder are part of the Energy Conservation Analysis Project (ECAP) of the Hampshire County Extension Service in Massachusetts. They work as a team, performing four or five home energy audits per week. These audits are free to any homeowner, landlord, or tenant in Hampshire County.

There are five other Extension offices with energy audit teams located in counties across the state. Since July 20, 1977, these teams have completed more than 600 energy audits, and now have a waiting list of more than 1,000 people requesting them.

A typical audit begins when a homeowner fills out a "request for analysis" form which asks for information such as the age of the house, type of heating system, average monthly fuel bill, and how much insulation is in the attic and walls.

These requests are screened by the energy teams, who give top priority to older homes which usually can benefit more from an energy audit than newer, more tightly constructed houses.

Once a house has been chosen for an audit, the team makes an appointment for an interview.

The auditors ask questions about the amount of energy now used, as well as the general lifestyle of the household—what is the average thermostat setting, and how often fireplaces, woodstoves and other appliances are used.

After this, the energy team measures the home; checks the type and amount of insulation; evaluates the heat loss resistance of the walls, cellar, and windows; and tests the combustion efficiency of the furnace. The entire procedure takes about 1½ hours.

They then use these measurements and other information to calculate the energy efficiency of the house. Based on these calculations, a report with recommendations for energy saving improvements, and potential dollar savings these improvements can make, is sent to the owner. The team may also send additional information on energy alternatives, such as solar, wind, or wood, and up-to-date information about home weatherization materials including insulation, caulking compounds, and dual-setting thermostats.

The idea for the ECAP project originated in the Office to Coordinate Energy Research and Education at the University of Massachusetts, Amherst, in December 1976. Funding for two persons to plan the project in detail came from the Cooperative Extension Service, the university Graduate School, and the School of Engineering.

The initial project proposal was then used by individual county Extension offices who next applied to their local Comprehensive Employment Training Act, (CETA) offices for funding to

hire people to conduct the audits. The proposal insured there would be a consistency between the proposals submitted by the county Extension offices, but allowed enough flexibility for them to meet the varying requirements of each local CETA office. The county proposals included a request for funding for six energy team members, a team coordinator, and secretary.

Once the team members were hired, they participated in a training program, including 1 week of intensive classroom training at the University of Massachusetts, Amherst campus, and 3 weeks of field training. This training is continually supplemented with ongoing inservice training.

The energy teams also conduct workshops and speak to groups and organizations about energy conservation. Their goal is to train homeowners so they will be able to independently evaluate the energy efficiency of their own homes.

The teams have discovered there are few materials about energy conservation readily available to the public. To meet this need, the teams are gathering and assembling a list of references on energy conservation and energy alternatives.

The ECAP project is now funded through June 1978. Encouraged by its initial success, program directors are looking for other financial support. They are not sure where the funds will now come from, but they are convinced of the need for the audit program.

The public's interest in energy conservation is obviously here to stay. □

people and programs in review

Epsilon Sigma Phi Honors Hutchison, Watkins, and Jones

John E. Hutchison, retired director from Texas A&M University, received the National Distinguished Service Ruby Award of Epsilon Sigma Phi, Extension honorary fraternity, at their annual banquet attended by more than 200 people in Washington, D.C., in November. The event also marked the 50th anniversary of the fraternity, which was founded in Montana in 1927. Hutchison, who has received many awards for his leadership nationally, was cited for his professional contributions to the Extension Service since 1945, including 18 years as director in Texas.

Marshall O. Watkins, retired dean of Extension at the University of Florida, received one of the two National Certificates of Recognition from Epsilon Sigma Phi. The other was awarded to the Honorable Ed Jones, Congressman from Tennessee, who was honored for his leadership as a member of the House Agriculture Committee and as chairman of its Subcommittee on Dairy and Poultry.

Hungarian-American Exchange Initiated

Twenty-five young Hungarian farmers arrived in the United States this fall for a 1-year practical training program in agriculture, concentrating their studies in the areas of dairy, beef, swine, and horticulture. They are participating in a new rural youth exchange program in which young Americans will also live and work on state farms in Hungary for 6-12 months. The National 4-H Council is coordinating this new program in cooperation with the Hungarian Ministry of Agriculture and the University of Agricultural Sciences at Godollo, Hungary. International Harvester has provided a 3-year grant to help initiate the eventual self-financing of the program.

Florida Counties to be Called "Energy Information Centers"

The county Extension offices in Florida will soon be designated "energy information centers" in cooperation with the Florida State Energy Office. "The county energy office will supply publications to the public, and the Extension staff will be ready to answer any consumer questions," reports Milt Morris, chairman of the Florida editorial department. The Florida editorial department has played a major role in energy education through the production of both publications and slide-tape sets.

New 4-H TV Series To Begin Production

The contract for the new 4-H television series on agriculture has been awarded to Battelle Columbus Laboratories of Columbus, Ohio. It calls for the complete design and production of the 4-H educational series, including six films and accompanying materials. Primary purpose of the series is to help 9-12-year-olds learn about agricultural production, processing, and distribution of food and fiber in relationship to the youths' present and future roles. The films and educational materials—suitable for broadcast, classroom, or group use—are scheduled for completion in late 1978. Eleanor Wilson of the ES 4-H staff is coordinator of the project.

Barby Barone "Outstanding" Recipient

Barby Barone, Arizona Extension community development specialist, was among those honored at the 1977 Ten Outstanding Young Women of America awards luncheon in Washington, D.C., in November. The Board of Advisors of the Outstanding Young Women of America sponsored the event.

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